



**January 2019**

**I. MCVB Room Nights Generated: TTL Room Nights: 435; TTL Revenue: \$42,550**

**WEDDINGS COMPLETED- January 2019 - TTL Room Nights 11; TTL Rev: \$1419**

- Curry Wedding – Hampton Inn: 11 room night,, TTL Rev.: \$ 1,419

**Assisted following wedding parties with hotel quotes/info, however, no hotel room blocks made or welcome bags provided.**

- Arent/Bishop Wedding – January 2019, MPAC
- Ryan Taylor – January 2019, The Springs

**ASSOCIATION/CORPORATE/SMERF COMPLETED in January 2019: TTL Room nights: 424; TTL Revenue: \$41,131**

**Associaton: TTL Rooms: 0; TTL Rev: \$ 0**

**Corporate: TTL Rooms: 424; TTL Revenue: \$41,131**

- Torchmark-AIL 101-Sheraton:TTL room nights: 290; TTYL Rev. \$ 28,130
- Torchmark-AIL 301-Sheraton: TTL room nights: 22; TTYL Rev. \$ 2,137
- Torchmark-FHL 101-Sheraton:TTL room nights: 112 ; TTYL Rev. \$ 10,864

**SMERF: TTL Room nights: 0; TTL rev: \$ 0**

**Sports: TTL Rooms: 0; TTL Rev: \$ 0**

**II. Visitors: FYTD Total (October '18-September'19): 1,746**

**Total: January 2019 (includes all individuals that have come through the visitor's center)**

- Out of State: 27
- Out of Country: 8
- Texas Residents: 15
- McKinney Residents: 13
- Register Total: 63
- Ticker Counter: 324

**III. RFP's: 8 (2-Association, 1-Corporate, 5 -Weddings, 0-Social: -Religious, 0-Sports, 0-Day Trips)**

**Association:**

- Texas Lake Trails – Annual Board Meeting, August 2019, 40-50 attendees. Meeting space only



- Texas Volunteer Management Conference – June 27-28, 2019. Attendees: 200, hotel room block: 12

**Corporate: 1**

- Baylor Scott & White McKinney-June/July 2019-Regional Echo Training. Need room nights. Working with Vickie Barney to secure them.

**SMERF: (5-Weddings, 0-Sport, -Religious)**

- Stutzman Wedding – October 2019, Stone Crest
- Lavender Blue Weddings & Events – Wedding Planner – April 2019, Rosemary
- Sauter Wedding –July 2019, River Road
- Carrie & Zach Hood – September 2019, Bella Donna
- Christy Skertchly – October 2019, Stone Crest

**IV. Site Visits: 1**

- Odysseus Chamber Orchestra- Jason Lim & Fred Fink. Weekend events in McKinney for February 23, April 6, & May 4.

**V. Advertising: Ads/materials created and submitted:** Created/submitted materials (photos and text)

**Blogs: 222**

McKinney Wine Merchant - 118  
Night of Chefs and Artists – 52  
Tourism Grants - 52

**VI. Visits on Homepage News Flash buttons & landing pages:**

Weekend Update page - 72  
Upcoming MPAC Events – 57  
Meeting Planner's Guide pages (venues/event planning/venue videos) – 152  
Visitors Guide – 144  
Accommodations - 92

**VII. Photos, Text Written, Marketing Materials and Ads Submitted**

Ribbon Cutting for Red Gate Inn – photos for social media  
Photos at Night of Artists and Chefs – posted on social media  
Submitted web banner ad to ConventionSouth  
Submitted materials for See Texas First Spring issue  
Submitted ad to Texas Highways (April issue)

**VIII. Advertising- Website & Publication ROI Tracking:**

McKinney Foodie scene – 37  
McKinney Arts/music scene – 30



## SOCIAL MEDIA TRACKING

FACEBOOK - 2018-19					
FY 18-19	New Likes	TTL Likes	Engaged Users	Total Reach	Impressions
Oct. 18	97	7491	92,814	378,097	2,678,708
Nov. 18	65	7556	88,311	449,685	2,860,148
Dec. 18	63	7619	159,866	1,042,216	4,343,739
Jan.18	76	7695	135,200	1,022,782	4,626,660
<b>TOTALS</b>	<b>301</b>	<b>N/A</b>	<b>476,191</b>	<b>2,892,780</b>	<b>14,509,255</b>

JAN 2019	Number
<b>TWITTER</b>	
Followers	4971
Tweets	6581
Tweet Impressions	7,143
Profile Visits	123
Mentions by other users	17

INSTAGRAM	Followers
Historical	761
Oct. 2018	126
Nov. 2018	164
Dec. 2018	94
Jan. 2019	56
<b>TOTAL</b>	<b>1201</b>



<b>Google Business Pg.</b>	<b>Page Views</b>	<b>Website visits</b>
Oct. 2018	1960	27
Nov. 2018	1970	30
Dec. 2018	1195	40
Jan. 2019	1850	34
<b>TOTAL</b>	<b>6975</b>	<b>131</b>

<b>YOUTUBE</b>	<b>Views</b>	<b>Subscribers</b>
Historical numbers	6699	30
Oct. 2018	217	0
Nov. 2018	222	4
Dec. 2018	232	3
Jan. 2019	124	1
<b>TOTAL</b>	<b>7494</b>	<b>38</b>

#### Web Analytics – JANUARY 2019

<b>Month</b>	<b>Sessions</b>	<b>Pageviews</b>	<b>Users</b>
Oct. 18	3,061	7,459	2,496
Nov. 2018	3,565	7,585	3,140
Dec. 2018	3,043	6,689	2,640
Jan. 2018	2,880	7,381	2,383
<b>FY 18-19</b>	<b>12,549</b>	<b>29,114</b>	<b>10,659</b>



#### JANUARY TOP WEB PAGES

Top 10 Countries	Users	New Users	Sessions	Bounce Rate	Pgs./ session
United State	<b>2,272</b>	2,132	2,753	51.18%	2.61
Canada	<b>25</b>	25	27	55.56%	1.59
India	<b>15</b>	15	15	60.00%	1.47
Germany	<b>14</b>	14	15	73.33%	1.2
South Korea	<b>7</b>	7	7	100.00%	1
Philippines	<b>7</b>	7	8	50.00%	2.88
United Kingdom	<b>5</b>	5	7	42.86%	2.71
China	<b>4</b>	4	4	100.00%	1
Mexico	<b>4</b>	4	4	75.00%	1.75
(not set)	<b>3</b>	3	4	25.00%	1.75

Top 10 States	Users	New Users	Sessions	Bounce Rate	Pgs./ session
Texas	<b>1,632</b>	1,508	2,046	51.66%	10.5
Virginia	<b>118</b>	117	123	56.10%	7
California	<b>72</b>	65	77	44.16%	5.33
New York	<b>43</b>	43	45	64.44%	5.33
Illinois	<b>32</b>	31	36	41.67%	5
(not set)	<b>31</b>	31	34	61.76%	4.9
Oklahoma	<b>31</b>	30	35	37.14%	4.5
Oregon	<b>27</b>	27	28	82.14%	4.17
Florida	<b>23</b>	20	25	44.00%	3.9
Arizona	<b>17</b>	17	20	45.00%	3.8



Top 10 Cities	Users	New Users	Sessions	Bounce Rate	Pgs./ session
McKinney	<b>564</b>	478	796	51.38%	2.72
Dallas	<b>380</b>	354	430	56.28%	2.21
Ashburn	<b>107</b>	107	107	62.62%	1.36
(not set)	<b>76</b>	74	88	69.32%	1.28
Plano	<b>70</b>	67	77	46.75%	2.49
Frisco	<b>60</b>	54	68	60.29%	2.53
Allen	<b>53</b>	49	60	53.33%	3.2
Houston	<b>40</b>	33	47	46.81%	3.36
New York	<b>29</b>	29	31	70.97%	1.74
Austin	<b>27</b>	25	29	44.83%	3.76

#### Technology Breakdown – Jan. 2019

Device	Users	New Users	Sessions	Bounce Rate	Pgs./ session
Desktop	<b>1195</b>	1120	1489	46.68%	2.9
Mobile	<b>985</b>	933	1151	59.86%	2.11
Tablet	<b>203</b>	188	240	<b>62.62%</b>	2.63



VISIT WIDGET - January 2019				
	Users	Sessions	Page Views	New Downloads
Widget	51	52	223	
Desktop	31	32	148	
Mobile	20	20	75	
iOS	72	62	446	11
Android	18	12	37	2
<b>TOTAL</b>	<b>192</b>	<b>178</b>	<b>929</b>	13

CROWDRIFT ACCESS- January 2019		
Gallery	Interactions	Views
Summer Fun	15	24
Explore	13	111
Dining	26	118
History (Downtown)	14	80
Events	28	163
Home Gallery	58	463
<b>TOTAL</b>	<b>154</b>	<b>959</b>



## IX. Free Publicity:

Publicity: *Does not include \$30,000 for Grants*

FY 18-19	Budgeted Amount
Adv. & Promo TTL	\$ 141,470

JANUARY 2019- MCVB Publicity/Free Media Coverage					
Publication	Article/Topic/Writer	Print Value	Web Value	PR Value	Impressions /Reach
BubbleLife	Shared Blog/website updates	\$0	\$5,000	\$13,000	610,000
GuideLive (DMN)	Artists & Chefs pre-event	\$4,100	\$1,200	\$15,900	1,900,000
MeetingsNet.com	Article included McKinney	\$0	\$2,995	\$8,985	100,000
<b>TOTALS</b>		\$4,100	\$9,195	\$37,885	2,610,000
<b>FY18-19 Totals</b>		\$14,454	\$38,615	\$191,128	6,115,000

## X. Lost Business- 9

1. LCMS Texas District Early Childhood Educators Conference – Rooms Only, Contact: Cecil Burdick January 24, 2019 – This was a Cvent RFP
2. Level Up Training Center, Contact: Falisha McGee – Dates (multiple) Dec 8-9 (so this one is past date – did you all have it) Feb 9-10, 2019 and Feb 15-16, 2019.
3. Children’s Health System of Texas – Contact: Michael Herrington. April 5, 2019 – I don’t think this one had rooms attached, it was for meeting space only.
4. International Boxing Federation (IBF) – Contact: Louis Priluker for May or June of 2020 and 2021
5. Council on Occupational Education – Contact: Tami Maynard. For various conferences in 2020 (February, June, July, August, September, and November)
6. Veterans of Underage Military Service – Contact: Allan Stover, April 29-May 2, 2019
7. Texas Association of Counties Health & Employee Benefits Pool – Contact: Amy Lawson, Feb 10-12, 2021
8. TACVB Marketing Symposium – Contact: Kim Phillips, April or May was the preferred date.
9. Texas Chamber of Commerce Executives – Contact: Camilla Rodriguez, June 15-19, 2020